

TRANSMITTAL FORM

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Total Number of Pages in This Submission

36*

Application Number

09/905,036

Filing Date

July 12, 2001

First Named Inventor

Hull, Jonathan J.

Art Unit

2164

Examiner Name

Leslie Wong

Attorney Docket Number

015358-006000US

ENCLOSURES (Check all that apply)



Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Supplemental Information
Disclosure Statement



Certified Copy of Priority
Document(s)



Reply to Missing Parts/ Incomplete
Application



Reply to Missing Parts
under 37 CFR 1.52 or 1.53



Drawing(s)



Licensing-related Papers



Petition



Petition to Convert to a
Provisional Application



Power of Attorney, Revocation
Change of Correspondence Address



Terminal Disclaimer



Request for Refund



CD, Number of CD(s) _____



Landscape Table on CD



After Allowance Communication to TC



Appeal Communication to Board
of Appeals and Interferences



Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)



Proprietary Information



Status Letter



Other Enclosure(s) (please identify
below):

Statement of Substance of Interview, SB08A
and SB08B, Two IDS References, Return
Postcard

Remarks

The Commissioner is authorized to charge any additional fees to Deposit
Account 20-1430.

*Page count does not include pages of the references.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

Townsend and Townsend and Crew LLP

Signature

S. B. Kotwal

Printed name

Sujit B. Kotwal

Date

January 11, 2006

Reg. No.

43,336

CERTIFICATE OF TRANSMISSION/MAILING

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Signature

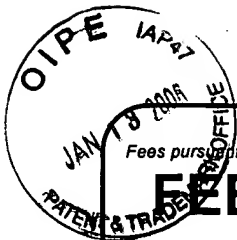
Krista K. Merrimac

Typed or printed name

Krista K. Merrimac

Date

January 11, 2006



Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FREE TRANSMITTAL
For FY 2005☐ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 180**Complete if Known**

Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Examiner Name	Leslie Wong
Art Unit	2164
Attorney Docket No.	015358-006000US

METHOD OF PAYMENT (check all that apply)☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____☒ Deposit Account Deposit Account Number: 20-1430 Deposit Account Name: Townsend and Townsend and Crew LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Small Entity	
	Fee (\$)	Fee (\$)
Each claim over 20 or, for Reissues, each claim over 20 and more than in the original patent	50	25
Each independent claim over 3 or, for Reissues, each independent claim more than in the original patent	200	100
Multiple dependent claims	360	180

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Multiple Dependent Claims	Fee (\$)	Fee Paid (\$)
-20 or HP = _____ x _____ = _____						

HP = highest number of total claims paid for, if greater than 20

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
-3 or HP = _____ x _____ = _____			

HP = highest number of independent claims paid for, if greater than 3

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
- 100 = _____ / 50 = _____ (round up to a whole number) x _____ = _____				

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

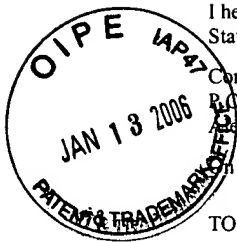
Other: Supplemental Information Disclosure Statement

Fees Paid (\$)

180

SUBMITTED BY

Signature	S. B. Kotwal	Registration No. (Attorney/Agent)	43,336	Telephone	650-326-2400
Name (Print/Type)	Sujit B. Kotwal			Date	January 11, 2006



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Alexandria, VA 22313-1450

January 11, 2006

TOWNSEND and TOWNSEND and CREW LLP

By: *[Signature]*

PATENT
Docket No.: 015358-006000US
Client Ref. No.: ID-RSV-229

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING
INFORMATION TO USERS

Examiner: Leslie Wong

Art Unit: 2164

STATEMENT OF SUBSTANCE OF
INTERVIEW

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant would like to thank Examiner Leslie Wong for the telephonic interview regarding this application conducted on January 3, 2006.

The interview participants were Examiner Leslie Wong and Applicant's representative Sujit B. Kotwal (Reg. No. 43,336).

Rejections raised in the Office Action dated July 11, 2005 were discussed. More specifically, rejections with respect to claims 1 and 14 were discussed. The use of paragraphs [80] and [84] from the Applicant's specification to reject the claims 1 and 14 was discussed. As a result of the discussions, the Examiner agreed that the rejection of the claims based upon these paragraphs is incorrect. Examiner also agreed that many

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Page 2

PATENT

features of claims 1 and 14 are not disclosed by Bobrow et al. (Pub No.: US 2002/0029232 A1).

A response (to the Office Action dated July 11, 2005) prepared based upon the telephonic interview is being filed herewith.

If the Examiner has any question regarding this Statement of Substance of Interview, please telephone the undersigned at 650-326-2400 (x5265).

Respectfully submitted,

S. B. Kotwal

Sujit B. Kotwal
Reg. No. 43,336

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